



INTERNATIONAL  
OLYMPIC  
COMMITTEE

## **IOC Social Media, Blogging and Internet Guidelines for participants and other accredited persons at the Innsbruck 2012 Winter Youth Olympic Games**

### **1. Introduction**

The IOC actively encourages and supports athletes and other accredited persons at the Youth Games to take part in 'social media' and to post, blog and tweet their experiences. Broadly speaking, the IOC wants people to share their experiences through social media. As a general rule, the IOC encourages all social media and blogging activity at the Youth Games as long as it is not for commercial and/or advertising purposes.

Capitalised terms used in these Social Media, Blogging and Internet Guidelines have the meaning set out in the Definitions section at the end of these Guidelines.

These Guidelines apply to participants and other accredited persons during the Period of the Youth Games.

### **2. Postings, Blogs and Tweets**

The IOC encourages participants and other accredited persons to post comments on social media platforms or websites and tweet during the Youth Games, and it is entirely acceptable for a participant and any other accredited person to do a personal posting, blog or tweet. However, any such postings, blogs or tweets should be in a first-person, diary-type format and should not be in the role of a journalist - i.e. they must not report on competition or comment on the activities of other participants or accredited persons, or disclose any information which is confidential or private in relation to any other person or organisation. A tweet is regarded in this respect as a short blog and the same guidelines are in effect, again, in first-person, diary-type format. Commercial association with a blog, Facebook site or Twitter is not acceptable under any circumstances.

Postings, blogs and tweets should at all times conform to the Olympic spirit and fundamental principles of Olympism as contained in the Olympic Charter, be dignified and in good taste, and not contain vulgar or obscene words or images.

### **3. Photographs**

Participants and other accredited persons can post still photographs taken within Youth Games Venues for personal use. It is not permitted to commercialise, sell or otherwise distribute these photographs.

### **4. Video/Audio**

Participants and other accredited persons cannot post any video and/or audio of the events, competitions or any other activities which occur at Youth Games Venues. Such video and/or audio must only be for personal use and must not be uploaded and/or shared to a posting, blog or tweet on any social media platforms, or to a website.

Video and/or audio that are taken outside of Youth Games Venues are not subject to the above-noted restriction.



## **5. Athletes and Other Accredited Persons staying in the Youth Olympic Village**

Because of the protected environment, there are more restrictive guidelines for the residential area of the Youth Olympic Village (“YOV”): any posting, blog or tweet must be in a first-person, diary-type format only; photos of the athletes themselves or other accredited persons in the YOV can be posted, but if any other persons appear in the photo, their prior permission must be obtained by the person posting such photo. Video taken from within the residential area can only be for personal use and must not be broadcast, including uploaded to any websites or social media platforms.

An area called the Youth Olympic Village Square has been established separate to the residential zone of the YOV. Much of the cultural and educational programs of the Youth Games will be held there and, therefore, more relaxed guidelines will be in place. Video taken in this area can be broadcast, including uploaded to any websites or social media platforms as long as it is not used for commercial and/or advertising purposes.

## **6. Media**

Accredited media may freely utilise social media platforms for bona fide reporting purposes. Photos taken by accredited photographers may be published for editorial purposes on social media platforms in accordance with the Photographers Undertaking. All other provisions of these Guidelines apply.

## **7. YOG Marks**

Participants and other accredited persons may use YOG Marks on their postings, blogs or tweets on any social media platforms or on their websites, as factual reference, provided that YOG Marks are not associated with any third party or any third party’s products or services, or otherwise in any commercial and/or advertising manner. For the avoidance of doubt, no use of any Olympic marks, designations or identifications relating to the Olympic Games, such as the Olympic Symbol – i.e. the five interlocking rings used alone –, which is the property of the IOC, is permitted on any postings, blogs or tweets on any social media platforms or on any websites. Participants and other accredited persons may use NOC emblems or mascots on their postings, blogs or tweets on any social media platforms or on their websites, provided that they have obtained the prior written approval of their relevant NOC.

## **8. Advertising and Sponsorship**

As a general rule, participants and other accredited persons must not include any commercial reference in connection with any Youth Games Content posted on their blogs or tweets on any social media platforms or on any websites. Specifically, this means that advertising and sponsorship opportunities may not be offered and/or sold to third parties in connection with Youth Games Content in their postings, blogs or tweets on any social media platforms or on any websites.

## **9. Domain names/URLs/Page naming**

Domain names and URLs including the word “Olympic” or “Youth Olympic Games” or any similar words related thereto (or any foreign language equivalents thereof) are not allowed unless approved by the IOC beforehand. For example [www.\[myname\]youtholympicgames.com](http://www.[myname]youtholympicgames.com) would not be permitted while [www.\[myname\].com/youtholympicgames](http://www.[myname].com/youtholympicgames) would be allowed, but only during the Period of the Youth Games during which these Guidelines are applicable. Similarly, participants and other accredited persons may not create stand-alone Olympic-themed websites, application or any other feature to host coverage of the Youth Games.



## **10. Links**

The IOC encourages participants and other accredited persons to “link” their blogs, websites or social media platforms to the official site of the Olympic Movement ([www.olympic.org](http://www.olympic.org)), the official site of the Youth Games ([www.innsbruck2012.com](http://www.innsbruck2012.com)) and the official site of the relevant NOC.

## **11. Liability**

When participants and other accredited persons choose to go public with any comments, opinions and any other material in any way, including on a posting, blog or tweet on any social media platforms or on any websites, they are solely responsible. They can be held personally liable for any commentary and/or material deemed to be defamatory, obscene or proprietary. They should not (i) intrude upon the privacy of participants and other accredited persons and entities at the Youth Games without the consent of such participants, persons and entities, (ii) interfere with the competitions or the ceremonies of the Youth Games or with the role and responsibilities of the IOC, IYOGOC or other entities that are part of the organisation of the Youth Games, or (iii) violate security measures instituted to ensure the safe conduct of the Youth Games. In essence, participants and other accredited persons post their opinions and any other materials at their own risk and they should make it clear that the views expressed are their own.

## **12. Infringements**

The accreditations of any organisation or person accredited at the Youth Games may be withdrawn without notice, at the discretion of the IOC, for purposes of ensuring compliance with these Guidelines. The IOC reserves all its right to take any other appropriate measures with respect to infringements of these Guidelines, including issuing a Take Down Notice, taking legal action for damages, and imposing other sanctions.

Participants and other accredited persons may also be subject to additional guidelines and sanctions in respect of social media, blogging and the internet, from their relevant NOC.

## **13. Amendments/Interpretation**

The IOC reserves the right to amend these Guidelines, as it deems appropriate. The IOC Executive Board shall be the final authority with respect to the interpretation and implementation of these Guidelines. The English version of these Guidelines will prevail.



#### **14. Definitions**

“**Guidelines**” means the IOC Social Media, Blogging and Internet Guidelines for participants and other accredited persons at the Innsbruck 2012 Winter Youth Olympic Games

“**IOC**” means the International Olympic Committee

“**IYOGOC**” means the Innsbruck Youth Olympic Games Organising Committee

“**NOC**” means National Olympic Committee

“**Olympic Symbol**” means the five interlocking rings used alone

“**Period of the Youth Games**” means the period from the opening of the Youth Olympic Village on 9 January 2012 until the closing of the Youth Olympic Village on 24 January 2012

“**Take Down Notice**” means a notice requiring a participant or other accredited person or third party to take down a blog in whole or in part within a specified time

“**Youth Games**” means the Innsbruck 2012 Winter Youth Olympic Games, to be held between 13 - 22 January 2012

“**Youth Games Content**” means any content in connection with the Youth Games, the IOC and/or the Olympic Movement, including features, results and still pictures.

“**Youth Games Venues**” shall include all venues which require an accreditation card or ticket to gain entry, including the Youth Olympic Village, the competition venues and the training and practice venues

“**YOG Marks**” means the official emblem, mascot, pictograms and other identifications, designations, logos and insignias identifying the YOG owned or controlled by the IOC or to which IYOGOC may acquire the rights to use and license others the right to use

“**YOV**” means the Youth Olympic Village

“**Youth Olympic Village Square**” means the Square which will be located separate to the residential zone of the Youth Olympic Village which will host a number of activities and where much of the cultural and educational programs of the YOG will be held